

**FOR the
LOVE
of CHICKEN™**



FINAL – FOR IMMEDIATE RELEASE

5/27/2016

Contact: Tara Hamp

305.631.2283

tara@inklinkmarketing.com

NEW CHURCH'S CHICKEN® STUDY CONFIRMS GUESTS SEEK BOLDER FLAVORS

Brand Launches Fiery Jalapeño Crunch Chicken to Meet Demand

ATLANTA, GA – Spicy foods are not only here to stay, but they are also becoming more a part of daily lifestyles. [Church's Chicken®](#) announced today that, according to a nationwide study the brand conducted of existing chicken lovers, more than 50 percent of quick-service guests eat spicy foods three times a week, and 21 percent eat spicy foods every day. More importantly, consumers are no longer content to just 'get their spice on the side', according to the study – which showed that 61 percent of people preferred heat and spice to be integrated into the recipe as opposed to being served as a sauce or add-on item. The brand also announced the launch of its new limited-time-only [Fiery Jalapeño Crunch](#) chicken, now available while supplies last at participating restaurants.

The spice-related research, conducted by [Qualtrics Research](#), shows that less than a fourth of respondents feel their current spicy food offerings at any quick service restaurant chain are at or near the top of the spicy scale. The study indicates that chains who want to remain competitive need to offer more heat levels, as nearly three in four consumers only want to eat at locations that have a variety of spicy food options; only seven percent of respondents found the current offerings plentiful.

SPICED RIGHT

“There is a significant gap in the market between those that want spicy foods at their favorite fast food chains and the perception of those currently offering those options. It's up to brands like *Church's Chicken* to fill that void,” said Jennifer Chasteen, Senior Director of Brand and Product Strategy for *Church's Chicken*. “*Church's*® was one of the first brands to offer a spicy chicken variation, originally by way of a jalapeño squeeze. While we've been known for jalapeños since 1955, today's guests also want that bold flavor infused in every bite.”

With the introduction of its new Fiery Jalapeño Crunch chicken, *Church's* is building upon more than 60 years of spicy Texas-born heritage. Fresh bone-in chicken is jalapeño-marinated for 12 hours, then hand-battered, coated in extreme breading, and fried in small batches for a bold, satisfying heat and an exceptional crunch.

“Our research indicates that jalapeño is the most desired pepper for quick-service guests, more so than Ghost, Thai Chili or other peppers,” said Chasteen. “Our new Fiery Jalapeño Crunch chicken fills that demand, and delivers both the spice and crunch our guests love.”

ABOUT CHURCH'S CHICKEN®

www.churchs.com

Headquarters: 980 Hammond Drive, Suite 1100 Atlanta, GA 30328 (770)-350-3843



Founded in San Antonio, TX in 1952 by George W. Church, *Church's Chicken* is one of the largest quick service restaurant chicken chains in the world. *Church's* specializes in Original and Spicy Chicken freshly prepared throughout the day in small batches that are hand-battered and double-breaded, Tender Strips, sandwiches, honey-butter biscuits made from scratch and freshly baked, and classic, home-style sides all for a great value. *Church's* (along with its sister brand *Texas Chicken*® outside the Americas) has more than 1,650 locations in 25 countries and international territories and system-wide sales of more than \$1 billion. For more information, visit www.churchs.com. Follow *Church's* on Facebook at www.facebook.com/churchschicken and Twitter at www.twitter.com/churchschicken.

www.churchs.com

Headquarters: 980 Hammond Drive, Suite 1100 Atlanta, GA 30328 (770)-350-3843